

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

Geo. P. Rowell & Co., Publishers, 10 Spruce St., New York.

VOL. V.

NEW YORK, AUGUST 5, 1891.

No. 5.



A man sometimes gains a reputation as a wit when he really deserves credit for nothing more than a good memory. In business many of the most conspicuous successes have been made by those who shrewdly used the ability and experience of others. If one lacks proficiency in a certain line, it is better to pay a fair price for skilled services than to blunder along and eventually fail for want of them. Our knowledge of the ins and outs of advertising is at the command of business men who think they see in the judicious use of printers' ink a means of increasing their profits.

10 SPRUCE STREET,  
NEW YORK.

**P**ERSONS well able to judge have pronounced the circulation of the average country weekly, published upon the co-operative system, larger than that enjoyed by the average country journal still clinging to the old-fogy plan of doing all the work in its own office. That such should be the fact is natural. Live publications avail themselves of every facility offered to produce wide-awake sheets and command larger circulations by their superiority.

Few country weeklies can be published and kept abreast of the times without co-operation, even if their publishers can afford the expense, any more than a city daily can dispense with the assistance of the Associated Press and similar agencies in gathering news. As certainly as the daily without telegraphic news would fail of success, so surely would the country weekly published on the old-fashioned plan of several years ago be outstripped by the weekly enjoying all the facilities of to-day.

Hesitation, even prejudice, formerly existing against co-operation has so nearly passed away that, to-day, more than a majority of the country weeklies in the United States have adopted the co-operative plan. To disinterested judges the co-operative excels the average "all at home" country paper in the amount and quality of its reading matter, in typography and general appearance, as also in *circulation*.

To advertisers it is an important fact to have the circulation known and guaranteed. The circulation of the separate and combined sections of the **ATLANTIC COAST LISTS** is published weekly and guaranteed. The exact circulation of many, if not most, other country journals is difficult to obtain. At best, it is usually an *estimate*, based on general information, and that information generally overestimates newspaper circulation.

Advertisers engaging space in the ATLANTIC COAST LISTS of 1400 papers, secure journals of better individual circulation than they can obtain by using lists of publications which issue both sides in their own offices.

**ATLANTIC COAST LISTS,**  
134 Leonard Street, New York.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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E. C. ALLEN,

## ILLUSTRATIONS IN ADVERTISING

By Leon Barritt.

Seventy-five thousand dollars for an illustrated catalogue! That a firm should feel warranted in the outlay of such a princely sum for the purpose of advertising their business demonstrates how important a part art is playing in the commercial world. The work referred to was issued by the Meriden Britannia Company, of New York city, in 1887. Many of the cuts used in the work were the natural accumulation from their previous small catalogue issues, but the larger number of the cuts were made specially for the *volume de luxe*, and their combined cost, printed and bound in the one superb volume, as before stated, was, in round figures, \$75,000. I have before me a single wood-cut, 6 x 6 inches, of a stove engraved for the J. L. Mott Company, of New York city, which cost them \$75. It is really a work of art.

Papers and magazines of every description likewise bear witness to the value of art in advertising. Pictures speak a language universal. It is as the genial host that bids the traveler tarry, that they open the casement window upon the landscape of letters. They appeal to the eye in a way that cold type never can. The field for their use is constantly broadening, and from the coarse, grotesque designs that were mainly used by advertisers but a few years ago simply to attract attention to their announcements, advertisers are now calling to their aid the best talent in art and the highest skill in engraving; so that the advertising pages of our best illustrated publications vie with the body of the work in the excellence of their illustrations. Lithography, with its great possibilities to attract the attention through exquisite or striking combinations of color, either in letter-press or design, is a comparatively untried field for the advertiser except in such periodicals as use color work. This is owing to the great expense attached to lithographic engraving and printing as compared to black and white productions; but to the advertiser who will venture to invade the field of black and white with a color "insert," full value will be returned for the investment.

With the advent of process engraving, which is the very general term applied to half-tone engraving and pen-and-ink reproductions upon zinc by a

combination of photography and etching, wood engraving has found a strong competitor, and one that has forced the price of engraving so low that "illustration" is now a "fad" with the humblest publication. Advertisers have not been slow to seize upon this new, attractive and cheap style of appealing to the eye of the reader. The proprietors of Pears' Soap, Sapollo, Cuticura and other of the largest advertisers in the world use illustrated advertisements, which is ample testimony to their opinion of their value. The Pears' Soap people in a single instance paid several hundred pounds for a celebrated painting of a mother washing her baby, which they copyrighted and reproduced with their advertisement in every portion of the civilized world. The race for supremacy among advertisers who use illustrations is so keen at the present time that they are fairly at their wits' ends for new and catching designs. Any artist can give you instances of the eager hunt of these sharp, keen searchers for novelties in pictures.

A Central New York coal dealer remarked to the writer recently that he had had an advertising space in both of his local papers for years, which he changed from time to time with some special announcement, but that in all these years he never had a single customer mention his advertisement, until some few months ago he commenced using a series of humorous "cuts," when it became a matter of daily, if not hourly, occurrence for some one to leave an order or to pass some comment upon his advertisement. This was pretty conclusive evidence, in his mind, of the value of the new medium. He said he formerly advertised more, as he put it, "as a duty he owed the town to support the local papers; but," he added, "I now find by judicious advertising the papers are very materially contributing toward my support."

Cuts for newspapers should be made in simple outline, as it is not possible to print a cut full of fine details upon a rapid printing press, with poor paper and cheap ink; and they should be mounted on metal bases, as they are much more durable in that form, while the expense over the wood base is but little.

The average cost of a cut, either wood or process, specially designed and suitable for newspaper work, will be from \$3 to \$5 per column, and for

higher grade printing, where they may be engraved with reasonable fineness, a wood or process cut will cost about \$1.50 per square inch.

It is best to have cuts electrotyped, as thus the original can be laid away for future duplication should the electro be injured in any way, and the cost of electrotyping is so small—only from two to five cents per square inch—that if your cut is of any value at all it will more than pay you to have the electro made.

A peculiar fact, worthy of mention regarding art advertising, is that not a few of our best artists find designing for art advertisements quite remunerative, and yet they would not be specially pleased to have the public made aware of their connection with the work.

I am glad to note that the coarse, vulgar cut, as presented by some advertisers in a so-called spirit of humor, is rapidly falling into disfavor. Advertisers are finding out that the public consider

A want of decency a want of sense.

It was about 1850 that *Gleason's Pictorial*, the first illustrated publication in the United States, was issued in Boston, and at the present writing there are not less than 5,000 publications that use illustrations in this country. Quite a growth in less than half a century! Illustrated journalism, that marvelous feature of the nineteenth century, is still in its infancy. While many of our most substantial journals have stood out against the use of "cuts," either to illustrate their letterpress or to add attractiveness to their advertising columns, the barrier is steadily giving way under the pressure of competition and the improvement in presses, presswork, paper and ink; and objections have become detrimental and almost suicidal to the business interests of the concern that persists in its refusal to keep pace with the progress of the age.

#### LOOK UPON THIS—AND THIS.

Broke, broke, broke,  
By the sad gray sands of the sea,  
Is the man who failed to advertise,  
As he surely ought to be.

Flush, flush, flush,  
At the Normandie-by-the-Sea  
We find the judicious advertiser  
Up to his neck in glee.

Ah! well for the merchant man,  
Wherever he may be,  
If he pins his faith to printers' ink—  
Of wealth and fame the key.

WILLET F. COOK.

#### HERE AND THERE.

*By Horace Dumars.*

I am glad to see that Mr. A. Frank Richardson has been touching up retailers who palm off articles other than those asked for, either by arguing the purchaser out of his desire for a leading remedy or by the more dishonest method of imposing a similar article without making it known that the article asked for was not being given. There are thousands of druggists and grocers who willingly knife the very men who make their trade. While in conversation with Mr. Artemas Ward, a couple of months since, he told me that he had successfully prosecuted several cases against grocers who had substituted other brands where Sapolio had been asked for, and had made more than one party pay dearly for imposing upon the children and persons who accepted substituted articles without knowing that they were not getting what they had asked for. At the outset the chances for conviction seemed so remote that several prominent attorneys advised him that it was useless to prosecute; but he gained his point in the court and succeeded in having punishment bestowed upon several dishonest parties who richly deserved it. I do not remember the details or the merits of the case, but a precedent has been established which may be of interest to many of the large advertisers who are constantly imposed upon by those who should stand up for their interests.

The argument presented by about all druggists who try to palm off their imitations in lieu of the article called for is that they "know the contents" of the decoction put up by them, and yet they do not deny that their article is simply an attempt at imitation of the remedy that is asked for. They have no reputation to sustain on this particular remedy; and, manufacturing it in small quantities, it stands to reason that they will not put up as good an article as that made by large manufacturers who must at all times keep their remedy up to the standard or expect to injure a reputation which it has cost much money to create. We often hear retail druggists complain that the large dry goods and department stores will sell the well-advertised remedies at a cut price. But in many cases the persons protesting against manufacturers

selling to these large concerns are guilty of substituting their imitations for the genuine article whenever a well-advertised remedy is called for. So extensive has been the practice of knifing the manufacturers of proprietary remedies that the latter could not be blamed should they attempt to establish departments in every dry goods or grocery store of any pretensions in the land.

It frequently happens that testimonials are such that the public would not believe them although true in every respect, and in this line is one that I thought good enough to send to Scott & Bowne. Knowing all the parties in this instance, I will vouch for the truthfulness of the narrative; but it is hardly likely that it would "go down" with the public were it given as a testimonial to prove that the preparation is "palatable as milk." Last November a five-year-old boy, who had been taking Scott's Emulsion for some time, rushed in from out of doors, and, going up to his mother, remarked: "Mamma, I want some ice-cream." Being informed that he must not expect such frigidness in such cold weather, he modified his demand by substituting charlotte-russe. There happened to be none in the house, and he was so informed. Being intent upon some luxury, the little fellow expressed a willingness to be satisfied with cream puffs. Here he was reminded that he had finished what was on hand an hour or two before, and so there was no chance in that line. Without any loss of time he spoke up and said: "Well, then, give me a dose of Scott's Emulsion." This time he struck a certainty, and, swallowing his dose with apparent relish, he returned to his play, merrily whistling "Annie Rooney" and evidently feeling that by keeping "everlastingly at it" he had at last struck a real luxury. I am assured by Mr. Scott that his remedy is as "palatable as milk," but from recollections of early attempts at swallowing pure cod-liver oil, I have ever since been constrained to allow some other person to have my portion of all product of the fish from which it draws its name and flavor; but from evidences such as the above it sometimes occurs to me that my prejudices are the outcome of cranky notions born of old-time remedies before the art of making it palatable was generally known.

The destruction by fire of the factory of the California Fig Syrup Co., at Louisville, Ky., some weeks since, just at the time when advertising contractors were looking for goodly contracts, strikes the fraternity as more serious than the burning of many millions' worth of oil refineries, cooper shops, lumber yards, etc. However, the growing of a large fig crop has gone on as merrily as ever, and as building material can always be had—barring periods of strikes—there is no doubt but that new contracts will be ready to gather in some time early in the fall or at least in time for Thanksgiving. Whole plants of establishments which do not benefit advertising seekers can better be spared by the fraternity than one that has the giving out of the gladdening contract.

#### ADVERTISING FOR WOMEN.

*By Wm. H. Maber.*

IN PRINTERS' INK for July 22, N. C. Fowler, Jr., has an article entitled "Reaching the Men Through the Women," in which, at some length, he attempts to show that the profitable way to advertise for men's trade is by advertising for the women. I have been advertising for fourteen years for direct mail orders. My success might not seem a very great one to most people, but it has been beyond my expectations or hopes, and has satisfied me. I have not lost my grip, for my returns in the year of 1891 are better than for any year in the fourteen, and my advertising bills are smaller; but if there is anything in Mr. Fowler's theory I have yet to see it. I am well aware of this fact, and I think it is one too often forgotten by those who write about advertising, that an experience in a single line of goods can never be a guide for a different line, or article.

In these fourteen years I have often tried to reach men through women—tried also to reach the women through the men, and also tried to reach the women direct by advertising especially for women, and, as a summing up of the whole matter, the only profitable and successful advertising I have done has been my advertising for the men.

I have in mind a Chicago paper in which I use fifty lines per week. When I advertise specially to interest the women in a pair of shears, the results are one-half less than when I ad-

vertise for men to buy shears for their wives.

Take my advertisements in *The Ladies' Home Journal* within the past twelve months. Surely that ought to be a medium to test the idea that women are the ones to advertise to and for! But our gross receipts are not 50 per cent of the cost of the advertising. On the other hand, the *Farm Journal*, of Philadelphia, with rates about the same, pays me well and has always paid well.

Women are educated to ordering seeds, etc., by mail, but they are far more timid than men in other lines. The writing of a business letter is not such a common occurrence as with men, and in the majority of cases, too, the man controls the purse-strings. In selling cutlery, where one woman orders a knife for a man 1,000 men will order knives for women, and 10,000 men buy for themselves where one woman orders for herself.

This is the experience in one line of goods, tried faithfully and often, and always with the one result.

#### RETAIL ADVERTISING METHODS.

*By T. Pliny Moran.*

Local retail advertising is entirely different from general advertising, not only in the methods used, but in their application.

The advertiser for a retail establishment must not only be able to write a leading article on any subject, but he should be perfectly familiar with all of the details and technicalities of each department of the business. Then, too, he must be very careful of his phraseology, for not only are his efforts read and commented upon by every one connected with the establishment, from the proprietor to the bundle boy, but a great many of the patrons feel that it is their special privilege to criticize any paragraph or sentence which does not meet with their approval.

Especially is this true when he introduces some new idea, or makes a change from the old, stereotyped style of offering a dollar's worth of merchandise for fifty cents.

In general advertising, space and position are the most important things to be considered; while if the local advertisement is made readable and attractive, and changed daily, the public will look for it, and read it with as much interest as they do the news column.

What is wanted in retail advertising is something new and original—a style which is different from the Rogers, Peet & Co., the Wanamaker, or the bill-poster types of advertising; and from the number of bright, intelligent men who are now writing advertisements, we will surely see a great change for the better in local advertising in the near future.

#### A COMPARISON.

*By Clifton S. Wady.*

Over the door of a saloon in a Far West town is this legend:

"WELCOME TO HELL."

Candid, isn't it? Yet it is regarded by the proprietor, I am told, as a very good advertisement, and does not seem to frighten away the dwellers in that locality.

Addressed to such a constituency, the liquor dealers' announcements need not be concealed behind the curtains of attractive foreign introduction matter. They are taken "straight."

In the East, on the contrary, the methods adopted by many of the patent medicine firms are being essayed by manufacturers of spirituous liquors. Following is the copy of a part of one such:

UM-

BRELLAS

Were early regarded as distinctive marks of honor. Upon the ancient sculptures of Persepolis, also Babylon and Nineveh, umbrellas were given marked prominence. Assyrian bas-reliefs also exhibit the same distinction. But these manifestations are for monarchs only. The G. O. Taylor Old Bourbon and G. O. Taylor Pure Rye Whiskeys are also given high distinction as beverages of rare excellence, being well aged, pure and medicinal. Recommended by physicians and sold by Druggists and Grocers generally. See that our firm name is on the label and over the cork. CHESTER H. GRAVES & SONS, Sole Importers, Boston, Mass.

It probably struck that writer as being eminently appropriate to send out an advertisement of "wet" goods under cover of an umbrella. My own opinion of the matter is not flattering to his sense of the eternal fitness of things or his artistic taste, whatever may be thought of his physical one.

When a reader, wishing to learn the habits of the domestic umbrella, begins to "take in" the complicated in-

formation contained in the advertisement quoted, he dislikes being tripped up by a whiskey bottle, no matter how fine the quality. In all such advertisements there is an element of deception, which leaves an impression on the reader's mind that he has been humbugged, and this results in no good to the advertiser, I believe.

On the other hand, take this advertisement, clipped from same page :

*Cologne Water,*  
*Verbena Water,*  
*Lavender Water,*  
*Violet Water,*  
*Florida Water,*

AT

CREAM'S DRUG STORE.

Here is a clean, clear series of lines, arranged to easily attract attention and please the eye ; set in attractive style of type, and does not antagonize the reader. Occupying the same space, it is a better advertisement—better, because more effective.

#### INTERIOR DAILIES.\*

By Adolph S. Ochs.

I have spent some little time in studying Rowell's last directory, hoping to gain therefrom some information that would enable me to discover what is the smallest sized city in which a daily newspaper *will pay*. I learn from this directory that there are 497 daily newspapers in the United States and Canada having over 3,000 daily circulation ; that there are 1,312 daily newspapers that have less than 3,000 circulation ; that there are 761 dailies having less than 1,000 circulation ; that there are 177 daily newspapers having a circulation not to exceed 500 copies ; a total of 1,791 daily newspapers printed in the United States and Canada.

The average daily circulation, according to Rowell's figures, is 4,300,

\* Text, in part, of an address delivered before the National Editorial Association, at St. Paul, July 16, 1891.

and the total daily issue of all the papers is 7,685,000 copies. It is estimated that the population of the United States and Canada is about 67,000,000. Taking as a basis five persons to a family, this would make 13,400,000 families ; and, according to Rowell's Newspaper Directory, this would give a daily newspaper to nearly every other family, and allow a daily paper to a million of the other sixty-seven hundred thousand families. The absurdity of such a proposition will suggest itself to every one. Rowell does not give these figures as reliable, for he states that he made application to 19,373 publications for a detailed report of their circulation for three months, and that he received responses from 993 of them. So it will be observed that it is impossible from a study of the available statistics to arrive at any safe conclusion as to how small a town would maintain a daily newspaper.

It may be interesting, before leaving the subject of Rowell's Directory statistics, to call attention to the aggregation of his figures which shows the annual product of newspapers in numbers in the United States and Canada.

The total issue, according to the directory, of all publications for one year was 4,020,425,000 copies, which would give 300 issues in a year to every family. Of this number 140,817,000 are credited to monthlies, giving nearly eleven copies of a monthly every year to a family ; 26,638,250 copies are credited to the weekly publications, nearly two weekly papers every issue for a year to a family. About the only conclusion that one can arrive at from a study of these figures is that a great number of the publishers have done some colossal lying about the circulation of their paper.

Now, begging pardon for deflecting from my subject again, I want to interject this remark : that in view of the general tendency—I should say the prevailing tendency—to misrepresent the circulation of a newspaper, what advantage does the honest publisher gain in making known his bona-fide circulation ? Is it not true that when a publisher shows an advertiser a correct statement of his circulation, the chances are ninety-nine out of a hundred that the advertiser would credit him with about half of what he claims, and then compare it with some publi-



cation to which he has applied the same rule, but which has misrepresented its circulation maybe ten-fold?

Is it not surprising that there has not appeared an advertiser who has recognized the fact that it is not the circulation that the newspaper has, alone, that fixes its value as an advertising medium; but that it is more the character and standing of its readers, the appearance of the paper, its news features, its editorial ability, and its general standing in the community? An enterprising, progressive, fair and well-conducted newspaper of good typographical appearance, well established in a community, is a more profitable advertising medium than a widely circulated inferior newspaper with circulation ten times as large, gained by bombast, sensationalism and gift enterprises and guessing matches.

But, again, as to the establishment of a daily newspaper. I put as a basis for establishing a daily newspaper that it should have at least 500 regular paying subscribers in sight within three months from its first issue. A newspaper could be started with poorer prospects, but it would be a very doubtful venture, and one that should not be undertaken by a man competent to run a daily newspaper, for he should seek some other field that would give better encouragement to his capabilities and energies.

In how large a community could 500 regular paying subscribers for a daily newspaper be obtained? I know very little about what can be done in the North, or even in the West, but in the South, where our communities are about half colored people, who are not patrons of newspapers, I would say that it would not be safe to attempt a daily newspaper enterprise with less than 6,000 population; say, in the North or West, a town of 4,000 population. This is simply guess-work on my part. I may be wrong, and according to statistics taken from Rowell's Directory I certainly am, for I observe from this volume that in the State of Alabama, Sheffield, with a population of 5,000, has a daily newspaper credited with 1,500 circulation. That Selma, in the same State, with 7,626 population, has a daily newspaper with 750 circulation. That Huntsville, Ala., with about 8,000 population, has a daily newspaper with 750 circulation.

In Tennessee, Clarksville, with a population of 8,053, has a daily newspaper credited with 500 circulation; Bristol, with 5,000 population, is credited with a daily newspaper with 500 circulation.

In Massachusetts, Rowell has Attleboro, with 7,570 population, and a daily newspaper with 500 circulation. Amesbury, with 9,797 population, has a daily newspaper with 1,000 circulation.

Getting further from the territory of the metropolitan daily newspapers, we have at Gardner, Me., with a population of 5,484, a daily newspaper with a circulation of 1,000 claimed. Bath, Me., with 8,713 population, has one daily paper which claims a circulation of 500; whereas, Biddeford, Me., has a population of 14,418, and the *Journal*, which was established in 1883, is credited with 1,000 circulation, and the *Evening Times*, established in 1868, is credited with 750 circulation, and the *Standard*, established in 1888, is credited with 500 circulation.

THE merchant of to-day knows that without wise advertising, extensive and successful business is all but impossible. It is a little amusing to turn back to some old forms of advertising and compare them with our present methods. Take the matter of soap, for example. The manner in which innumerable brands of soap are advertised would lead to the conclusion that the world is fast growing clean. In the year 1680 the only soap advertisement in the world ran thus: "William Deval at the sign of the 'Angel and Stilliards,' St. Annes lane, near Aldersgate, London, maketh castile, marble and white sope as good as any man sells; tried and proved, and sold at very reasonable rates." The same advertising sheet announces that "at the 'Angel and Sun,' in the strand is to be sold every day fresh Epsum-water, Barnet-water, Epsum-ale and Spruce-beer." Some of our Chicago modes of advertising, especially about Christmas time, are to say the least curious. But there always will be romance in advertising, but there is philosophy and wisdom too.—*Chicago Saturday Herald*.

THE Philadelphia *Record* is authority for the statement that London firms spend nearly \$2,500,000 in advertising every week.

## COMPETITORS BUT FRIENDS.

OFFICE OF VICKERY & HILL,  
PUBLISHERS OF  
THE VICKERY & HILL LIST,  
AUGUSTA, Maine, July 29, 1891.

## Editor of PRINTERS' INK:

It is with feelings of deep regret and of personal loss that we are obliged to write you the news, of which we have already apprised you by wire, and which you have probably already seen in the press, of the death of our neighbor and fellow townsman, Mr. E. C. Allen, which occurred at the Parker House, Boston, of pneumonia, at seven o'clock yesterday morning. Our relations with Mr. Allen, although in a sense in competition with him, have always been of a most cordial and friendly character, and their even tenuous has never been marred by any friction or unpleasantness. He was so well known to the advertising world that any eulogy upon him is unnecessary, and in sending you this news we can only say that in his death we have lost a most valuable citizen and a personal friend of long standing.

VICKERY &amp; HILL.

## A GREAT OPPORTUNITY FOR NEBRASKA BUSINESS MEN.

*From the Stella (Nebr.) Press.*

As there are quite a number of business men in Stella who have no use for our advertising columns, we are of the opinion that it is because their business is not a paying one, or they are ashamed of it. In order that they may stand an equal show with their prosperous neighbors we shall begin next week a "free column" in which their "ads" can appear free of cost, and we hope that our generosity will not be thrown away, but that it will be taken advantage of by all who are too poor to advertise.

## A GREAT PLACE FOR NEWSPAPERS.

*From the Argonaut.*

Constantinople has 50 newspapers; 19 of them are daily, 5 semi-weekly, 17 weekly, 3 semi-monthly, and 6 monthly. Among them, 5 are Turkish, 7 Armenian, 8 Greek, 6 French, 2 French and English, 1 Italian, 2 Hebrew, 2 Bulgarian, 1 Arabian, 1 Persian, and 1 German.

## WANTS.

*Advertisements under this head 50 cents a line*

**LETTERS** answering "Men Only" Ads., wanted. Address "ANGELOS," Box 156, Canton, O.

**E. L. CLARK**, 12 years editor Kingston Daily Freeman, desires new position. Terms reasonable. Rondout, N. Y.

**WANTED**—A first-class solicitor for job work and advertising. A good all-round man who can localize. Address "T.," care PRINTERS' INK.

**CANVASSERS** wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

**ENGAGEMENT WANTED** by young married man, to write and place advertising for large firm. Best references. Write "TRACY," care of PRINTERS' INK.

**WANTED**—SITUATION IN NEWSPAPER OFFICE. Has had 16 years' experience—five years as manager of daily morning paper. Willing to take any position in business department. References. Address "W. C. S.," Box 467, St. John, New Brunswick, Canada.

**EVERY ISSUE** of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

## FOR SALE.

*Advertisements under this head 50 cents a line*

**MINIATURE DYNAMOS** for premiums. EMPIRE PUB. CO., 66 Duane St., N. Y.

**WEEKLY** Newspaper and Job Office, near Indian's, \$1,000. NEWS, Sheridan, Ind.

**EDITORIALS** written for weekly newspapers by leading journalist. \$3 per column. "O. N. E.," care Rowell & Co.

**FOR SALE**—The house 112 Kosciuszko St., Brooklyn, 15x100. Price, \$4,000. Apply to owner, GEO. F. ROWELL, 10 Spruce St., N. Y.

**E. SEEAR**, Box 115, Oakland, California, will send descriptive letter, to be paid for if accepted, on Lake Tahoe, a pleasure resort of California.

**FOR SALE**—One of the leading weekly papers in Connecticut. Daily edition and job printing in connection. Address "ILL HEALTH," care PRINTERS' INK.

**FOR SALE**—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON Office, Akron, Ohio.

**\$10,000** WILL BUY DAILY—earning from \$5,000 to \$8,000 per annum in net cash balances. Good reason for selling. S. A. FOSTER, Duluth, Minn.

**1,000** X C C ENVELOPES furnished and printed, \$1.18, 1.38, 1.50, 1.56, 1.68, 1.91. First-class work. Printing and Stationery trade solicited. CRESCENT PUB. CO., Lexington St., Baltimore, Md.

**FOR SALE**—SABINA (O.) NEWS OFFICE; good will and complete outfit. Established in 1877. Good business; everything substantial; rare chance, and good bargain offered. Only reason for selling, ill health. Address A. M. GRIFFITH, Editor and Proprietor, Sabina, Ohio; Box 32.

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the advertisement will generally secure a customer.

## SPECIAL NOTICES.

*Advertisements under this head, two lines or more, without display, 50c. a line.*

**AGENTS' GUIDE.**

**SPOKANE SPOKESMAN.**

**ALLEN'S LISTS** ARE strong.

**LEVEY'S INKS** are the best. New York.

**POPULAR EDUCATOR**, Boston, for Teachers.

**AGENTS' HERALD**, Phila., Pa. 15th year. 80,000 monthly.

**THE GRAPHIC**, Chicago, "the great Western illustrated weekly."

**THE GRAPHIC**, Chicago—Most value at least cost to advertisers.

**BRIGHT**, clean and reliable is the SAN FRANCISCO BULLETIN.

**40,000** PEOPLE read THE NEW HAVEN NEWS daily.

**A** COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

**A** GENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

**S**AN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

**L**ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

**P**ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

**M**OST "Wanta" most circulation, most adv's. SAN FRANCISCO CALL leads.

**T**HE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

**H**IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

**L**OUISVILLE COMMERCIAL—Largest circulation of any Louisville Morning Daily.

**55,063** D.; 57,742 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

**A** DVERTISING rates 15c. per inch per day. Circ'n 6,500. Enterprise, Brockton, Mass.

**H**IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

**P**ATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

**S**UMMER RESORT HOTELS like the New Grand Hotel advertise in THE NEWS SERIES. General office, Utica, N. Y.

**T**YPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

**T**EXAS FARMER, Dallas. Larger circulation than any other Texas paper, and among the best people. Proved circulation, over thirty thousand.

**A** DVERTISING matter posted and distributed throughout Central Iowa. Terms on application. IOWA ADVERTISING BUREAU, Marshalltown, Iowa.

**M**EDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

**C**IRCULARS, Samples and Papers distributed in St. Joseph, Buchanan and adjoining counties. Charge moderate. JNO. H. FITZGERALD, 922 So. 6th St., St. Joseph, Mo.

**P**APER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at low prices. Full line quality of PRINTERS' INK.

**T**HE PHONOGRAPHIC MAGAZINE (Monthly), published in Cincinnati, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational paper in Ohio.

**C**HRISTIAN ADVOCATE, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**T**HE SCHOOL JOURNAL, Weekly (circulation 18,000), and TEACHERS' INSTITUTE, Monthly (circulation 47,000), reach a large proportion of 30,000 teachers and school officers. Circulation proved. New York.

**A** TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, can be inserted every week for a whole year for \$31.20; 3 lines will cost \$45.80; 4 lines, \$52.40; 5 lines, \$57.00; 6 lines, \$58.60; 7 lines, \$100.20; 8 lines, \$124.50.

**T**HE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

**C**OLLEGES and SCHOOLS reach the well-to-do public of the Southwest effectually and economically by advertising in the New Orleans PICAYUNE. Sample copies and advertising rates furnished on application. Address PICAYUNE, New Orleans.

**T**HE GREAT MEDIUM for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**W**HY have such writers as William H. Hayne, Clinton Scollard, Ella Wheeler Wilcox and Florence Courtenay Baylor written for THE NEWS SERIES? Because these journals are elegantly printed and are read by people of refinement. General office, Utica, N. Y.

**W**HENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**D**ENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

**C**LASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**M**ONEY ?—There are a greater number of insurance, banking and other moneyed institutions to the square inch in the city of Hartford than in any other city in the world. Financial advertising is a conspicuous feature in the columns of the TIMES, the undisputed leading newspaper of Connecticut. Sample copy tells; rates also.

**T**HE AGE HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE HERALD COMPANY, Birmingham, Alabama.

**A**ERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**T**HIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more. Until further notice the following discounts will be allowed for continued advertisements: 1 month, 20 per cent; 3 months, 30 per cent; 6 months, 30 per cent; 1 year, 40 per cent.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	20 " "
6 " " " " " "	30 " "
1 year.....	40 " "

JOHN IRVING ROWER, EDITOR.

NEW YORK, AUGUST 5, 1891.

MR. E. C. ALLEN, the millionaire publisher and advertiser of Augusta, Maine, died suddenly at the Parker House, Boston, Tuesday morning, July 28. He had just returned from a flying trip to Europe, having registered at the hotel Sunday evening. He had suffered from a soreness of the throat on the steamer, and although a physician was summoned at once upon his arrival, nothing serious was apprehended. The illness, however, developed into a severe case of pneumonia, which, in combination with heart-failure, resulted in his death two days later. He was alone at the time of his death, his family being abroad.

Mr. Allen has for years been a familiar figure in the advertising world. He was generally recognized not only as successful but as a thoroughly honorable and upright business man. At an early age he originated a distinctly new idea and pushed it through to ultimate financial success. While claiming a phenomenally large circulation for his publications, his word was never doubted by those who knew him as a man. Courteous, genial, wide-awake and enterprising, he made friends as well as money. He had an almost unlimited capacity for hard work and kept close watch upon his large business interests.

E. C. Allen was born in Manchester, Me., June, 1849, being 42 years of age at the time of his death. His chance for schooling was not good, but by improving every opportunity, he managed to get a good education. At the age of seventeen, he became dissatisfied with the small returns from working on his father's rocky farm, and resolved to start out for himself, although against the advice of his friends. He began as an ordinary canvasser for books and newspapers, and it is said of him that he never attempted to sell an article without making it a success. At the end of a year, strict economy had put him in the possession of \$100. With this small capital he resolved to employ an agent or two to canvass for him. This experiment turned out well, and if he had not been ambitious to conduct business on a larger scale he might have settled down and taken things easily. As it was, he went into the patent right business, and advertised to furnish agents with any book or article sold by agents at the lowest wholesale price. It was uphill work at first, more particularly as he was hampered by the lack of capital. But success came, and in less than six years from his start he was known as the largest advertiser for agents in the United States.

He went into the publishing business at an early age, gradually adding new ventures to the original monthly paper, until at the present time Allen's Lists include the following publications:

Golden Moments.  
Daughters of America.  
Illustrated Family Herald.  
True's Farming World and Household Magazine.  
National Farmer and Home Magazine.  
People's Literary Companion.  
Sunshine.  
Hallett's American Farmer and Family Magazine.  
Our Home and Fireside Magazine.  
People's Illustrated Journal.  
Practical Housekeeper and Ladies' Fireside Companion.  
Thrifty Farmer and Fireside Magazine.

In 1870, before attaining his majority, he built a six-story publishing house, which cost him \$125,000. In the following year he met with reverses, owing to the fact that he had undertaken to push an unpopular enterprise, had over-advertised and had gotten in debt. He then lost over \$100,000, but this was more than made up by the success of an illustrated record which he issued at the

time of the Centennial Exposition. He was also interested in other business enterprises, including cotton, pulp and paper mills, the manufacture of photographic albums, publication of books, etc.

His publishing business required an active capital of a million dollars. Five hundred persons were employed, involving a daily outlay of \$1,500 a day. His advertising expenditure was about \$150,000 a year.

As an advertiser there can be no doubt but that Mr. Allen had thoroughly mastered the secret of success. His methods, it is true, were peculiar; but it is believed that they were specially suited to the class of patronage he sought. They have lately been made the subject of comment by various contributors to **PRINTERS' INK**, and on this point we quote from a recent letter received from Mr. D. M. MacLellan, Mr. Allen's general manager:

During the nearly quarter of a century in which Mr. Allen has been a leading and successful newspaper advertiser, he has kept complete records of results, not only from his newspaper advertising, but from his miscellaneous or subsidiary advertising (circulars, sample copies, etc.). Each kind of advertising stands by itself on its own basis. These records are accurate and exhaustive—as carefully kept as his cash books and ledgers. He can trace all results to an absolute cause. Having this reliable data covering so many years, the fact that he has largely increased and is largely increasing his newspaper advertising space and expenditure is the best evidence of the return his newspaper advertising has given him and of his appreciation of it. All his other advertising methods are now used but to answer inquiries and business coming from the newspaper advertising. Mr. Allen's methods being altogether original, it is difficult for those not entirely conversant with them to discern their cause or the effect intended to be produced by them.

Although lacking early advantages, Mr. Allen was a clear and thoughtful writer. His article on **PRINTERS' INK** was so far superior to the 700 other entries that there was little hesitation in awarding him the first prize. In the course of a visit to our office, just before sailing for Europe, he accepted an invitation to contribute a series of articles; and had he lived to carry out the promise, they would no doubt have formed a contribution of unusual value to the literature of advertising.

THERE is nothing which succeeds like success; and the success of any publication which admits advertising is also the success of its advertisers.

A HOME without a mother-in-law is about the same as a business done without advertising—very quiet.

ADVERTISERS vary in character as much as ordinary individuals; some don't soar because they were born earthlings. The student of character will find much to entertain him in tracing personal eccentricities lurking under the cover of a certain style.

THE Associated Press report of the National Editorial Association meeting at St. Paul attributed the address of President E. W. Stephens to A. H. Siegfried, and makes Mr. Siegfried suggest that the association employ its own advertising agents. It also makes him say that he "thought the advertising agent had whipped the newspaper press, and laughed at its seeming helplessness and discomfort," all of which Mr. Stephens did say, but which Mr. Siegfried did not and does not wish to have attributed to him.

UNDER the head of "Must Defend Themselves," the Chicago *Daily News* of July 29 prints the following editorial comment: "Those Chicago druggists who have been guilty of selling their customers articles other than the ones desired by the customers, in the manner which was denounced by a delegate to the recent Editorial Convention at St. Paul, and has since received considerable attention at the hands of the press, will, it is hoped, become conscience stricken and reform that indefensible practice. For fear, however, that here and there some unregenerate apothecary may still be lurking within the profession—an apothecary not amenable to conscientious pangs and not afraid of the power of the press—the *Evening News* takes pains to notify its readers of their constitutional and statutory rights in this respect. There is no warrant of law for any druggist to sell to any customer any articles simply compounded or proprietary which said customer does not want. Every citizen of the United States and all aliens of good conduct or conversation have an incontrovertible right to call for whatever article in a drug store they wish. Upon the refusal or failure of the druggist to produce the article required, such citizen or alien has the further right to return his money to his pocket-book, say 'Good-day' politely and walk out."

## ON THE USE OF A RIVAL'S NAME.

By E. D. Gibbs.

In this age of rivalry and competition, which exists in every business and branch of business throughout the length and breadth of the country, it is necessary for an individual or a firm to take a decided stand on one of two points, viz., either to refer to a rival in advertisements or to ignore him entirely.

Which of these to do has certainly been a puzzling question, and without a doubt if this were offered as a subject for debate among advertisers it would lead to prolonged, if not endless, discussion. It is not the object of this article to provoke a discussion on this question, however, but simply to give the writer's views on what is, to him, a most important subject.

In my experience I have found that the use of a rival's name has generally been of assistance to that rival, and it generally followed that a free advertisement for him has been the inevitable result.

Take newspapers, for example. As a rule they have been noted for the enmity they exhibit in a large majority of cases toward each other. Particularly is this noticeable in country towns, where the rivalry is so intense that it crops out in every issue of the papers, and from one and then the other comes a whack at the opposite party.

What effect this continual warfare has on the circulation of the papers who exhibit this feeling may best be determined by the editors themselves; but I, for one, am of the opinion that a cut-throat policy is not helpful to the advancement of anything.

City papers, with the exception of happily a very few, do not exhibit this bitter personal feeling in their references to one another.

Papers whose circulation is limited to small country towns exhibit more of this "dog eat dog" spirit than those in the larger cities. This is mainly due to the fact that the editors of these papers are intimately acquainted with nearly every one of their subscribers as well as the every-day doings of their contemporaries. To those people who are not citizens of the towns in which these papers are published, the personal feeling shown by the editors is often the subject of considerable amusement.

In the large cities there exists, at times, a bitter rivalry between two papers, and the methods they employ in the attempt to demolish each other and the language used by them in their descriptions of each other's faults and failings are seldom equaled by their lesser contemporaries in the suburban towns.

We all know of two prominent dailies in New York city which, for a long time, have cast slurs at each other, and which to this day watch each other's every move with a cat-like persistency that is as laughable as it is monotonous.

One of these enterprising dailies, on account of the sky-scraping altitude it has been able to assume through the success it has experienced, looks down with the most supreme contempt and ridicule upon the (to it) lesser planet shining beneath. Sometimes, though, we find a man of diminutive stature possessing a quantity of brains that his next-door neighbor, a giant in size, has only a moiety of.

Even the New York *Herald* does not hesitate to call attention to what it calls "The Gift Enterprise" sheet of its own town.

As the merchants of to-day depend upon the newspapers for many of their ideas, it naturally follows that they are led to adopt the plan clearly advised (because used by) their favorite journals. We thus have the spectacle of these storekeepers tearing each other to pieces, in print, and advising their readers not to buy from John Smith, to keep away from Robert Jones, etc.; all of which are mighty good advertisements for the said Smith and Jones, and oftentimes conducive to their general prosperity.

Put a sign on a rotten bridge telling people to keep off because it is dangerous, and the chances are that the majority of them will try the bridge just to see if the sign is telling the truth. "By the same token" (as Tom Ochiltree puts it), people will go just to see what terrible men Smith and Jones are.

There are certain times of course when the use of a rival's name is advisable. When a man comes in direct competition with another—where the public must choose between them—then, and then only, is it advisable to refer to the opposite party; but it is a very hard matter to give a definite rule to be followed in these cases. The best thing that can be said is: Don't do it unless forced to, and then think

it over twice before you do do it. By this I do not mean to rush into print and "give the opposite party fits," but to use methods that will force the sale of your goods instead of his.

What might be good for one man would be bad for another, and it is hard to say just what course to pursue in using a rival's name. I will tell my own experience in this matter, and the reader can draw his own conclusions as to whether I am right or not, first remembering, however, that the company I am with has proved the wisdom of this course, and yet it may not be applicable to any other case.

The company in which I have the honor to be employed as manager of the advertising department manufactures an article which is peculiar to itself (it isn't sarsaparilla, though). Many infringements of their invention have been put on the market, and they had to be dealt with summarily and severely. But we didn't call the attention of the public to them by newspaper advertising. What we did do was to organize an opposition department, fully equipped with a force of clerks, legal adviser and all the necessary accessories, and proceeded to knock out these infringers by persistently pounding them through the courts, through the buyers of their machines and by every fair means in our power.

From time to time we secured testimonials from those who had used the opposition machines, in which the signers gave their opinion as to the merits(?) of these respective infringements. These testimonials, alternated with our own advertising specialties, were fired at the users of the opposition machines, and at these users only, from three to four times a week. The effect produced has been a good one, so far as we are concerned, and to-day that opposition department is in vigorous operation.

There is no let up to the work, either. The work done at the home office is supplemented by the work done by our many agents, and the result is, in almost every instance, the defeat of the opposition forces. The users of these rival machines are made acquainted, through this systematic advertising of the bad features of the article they are using, that they are infringers, and that they (the users) are liable for damages. When necessary we bring suit against those who

are using these infringements, and the others are informed of this fact. I doubt if there is another company in existence that has a department devoted solely to the work of knocking out opposition.

Of course it takes money, and plenty of it too, to conduct this warfare, but we have been more than compensated for the large outlay. Whether this system, as I have stated before, would be adapted to any other business is a question, but it has certainly been a success in ours. I wish I could show this department to all the readers of PRINTERS' INK. It would be an eye-opener for many of them.

It is certainly a very hard matter to decide just what to say of your rivals. The large and well-known firms of our country do not, except in very rare instances, advertise by mentioning any opposition concerns. As it is natural, therefore, for lesser lights to imitate greater ones, it would be natural for a merchant to imitate those who have a much more extensive business than he. Why would it not be a good plan, then, if these smaller store-keepers would follow such well-known advertisers as Wanamaker, Rogers, Peet & Co., and firms of this character and size, in their manner of treating rival firms? I use the above names because they are well known, and the reason they are well known is most assuredly because of their successful business methods.

Wouldn't it look silly to see firms such as these running down other firms in the same line of business, and exhibiting a spirit which is, unfortunately, too often found nowadays in nearly every business?

When a man knows of or is using an article sold by a rival, that is the time and the only time to mention that rival's name. It will do you no good, but much harm, to mention it before then; because, first, the party may never have heard of this opposition concern, and, second, by having his attention called to it he would naturally be led to investigate further.

Therefore, don't run down and so advertise your rivals; you will only hurt yourself.

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ADVERTISING is a business which requires some midnight oil as well as experience; but the latter is the one thing most needed—after you have the cash to spend.—G. W. F.





## A POINTER.

"Say, Beardsly, ye want ter get them slugs trimmed, if yer want ter hold yer job. See?"—*Puck.*

The Artist—What is your line of work?

The Author—I write the autobiographies of great men. And yours?

The Artist—I paint Rembrandts.—*Town Topics.*

The editor of the *Saratogian* chides the *Mail and Express* for printing old matter. He is quite confident that he read some of Brother Shepard's daily texts as much as twenty years ago. We judge, however, that he didn't read them sufficiently to fatigue himself.—*Judge.*

The Reporter's Lot.—City Editor: The street is all excitement. An electric light wire has blocked traffic, and no one knows whether it is a live wire or not.

Editor—Detail two reporters to go to the wire immediately—one to feel of it and the other to write up the result.—*New York Weekly.*

A Prominent Personage.—Jawkins: Who is that man yonder who goes along with his nose in the air?

Hogg—"Sh! He's a mighty important personage. His picture and biography are in all the papers.

Jawkins—What has he done?

Hogg—He's the man who was cured of catarrh.—*Judge.*

**SPACE** In the NOVELTY DEALER, 50c. per inch. Box 522, Rochester, N.Y.

**BEATTY** Organs \$35 up. Catalogue FREE Dan'l F. Beatty, Wash'ton, N.J.

**LETTERS** to let. Good ones. J. H. Goodwin, 1215 B'way, N.Y.

**WOOD ENGRAVING** PETRI & PELS  
CATALOGUE FREE NEW YORK

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

**BUSINESS MUSIC**

Set for customers to march by.  
WM. BUTT, Advertising Writer,  
917 Market St., Philadelphia.

## Advertising Illustrations.

Catchy Designs, Novel Styles, Artistic and Tasty Work, made to special order to suit any business for newspaper, circular, magazine. Send stamp for circular giving full particulars.

H. W. ROGERS, 1286 BROADWAY, N. Y.

**Tired Brains  
Do not Make  
Brisk Business.**

The successful business man of to-day takes a rest. A sojourn at Coronado Beach, California, will make a new being of you.

Write to the Hotel del Coronado for its beautiful book, just published.

**\$30.00 Per Day** our agents make taking advertisements from leading firms for our "Guest Call," which is put into hotels **FREE**. Write for an agency. You don't need experience to make big money working for the RANSOM ELECTRIC GUEST CALL COMPANY, Minneapolis, Minnesota.

Dodd's Advertising Agency, Boston.  
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.  
LOW ESTIMATES.

## PRESSWORK.

Large Runs Solicited.  
Facilities 300 Reams Daily.  
GIBB BROS. & MORAN,  
PRINTERS,  
45-51 Rose Street, - New York.  
COMPOSITION—ELECTROTYPING—BINDING.

## First National Bank,

OF CHILDRESS, Texas.

Capital, \$50,000. Now organizing.

A fine County Seat town in the famous Pan-handle country. Only National Bank in the county. Stock par. Will guarantee 12 per cent. net first year. Address CITY NATIONAL BANK, Wichita Falls, Texas.

## Gunning—He Paints the Signs.

Everybody knows GUNNING; his signs enlighten the entire world.

When he has painted some for you everybody will know you.

The R. J. Gunning Co.,

297 Dearborn St., Chicago.

Signs Painted Anywhere on Earth.



Study Law  
At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.,  
312 Whitney Block,  
Detroit, Mich.



**\$10 IN GOLD FOR A NAME,** novel and appropriate, for our beautiful, new, cold, dry-air Refrigerator, or we will give a Refrigerator worth twice as much. Single or compound word acceptable. We will advertise the successful name in this magazine. Contest closes Sept. 15. A liberal price paid for attractive illustrations to advertise refrigerators. Address, **NORTHERN REFRIGERATOR CO.,** Grand Rapids, Mich.

**Lawyers Live Well and Have Money.  
The National Reporter System**

(St. Paul, Minn.) furnishes Lawyers Authorities, so MUST be read.  
**30,000** each week (magazines). (See Rowell's Directory & preferred lists.)  
The largest Law Circulation in the world.  
Each copy in use 17 weeks (average).  
**S. C. WILLIAMS, Mgr.,** 42 Tribune Bg., N. Y.

**A. L. TEELE,  
Advertising Specialist,  
55 WEST 33RD STREET,  
NEW YORK.**

The preparation of Advertising matter, in all its branches, an exclusive business.  
Send ten cents for my useful handbook, "**Ideal Advertising,**" containing full details.

**VICTOR'S**  
**MAKE THE PACE**  
HIGHEST GRADE CATALOGUE FREE



**OVERMAN WHEEL CO., MAKERS,  
CHICOPEE FALLS, MASS.**  
BOSTON WASHINGTON DENVER SAN FRANCISCO

**A. G. SPALDING & BROS.,** Special Agents,  
Chicago, New York and Philadelphia.

# LAND

**Companies, Boards of Trade,** Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

**B. L. CRANS, 10 Surcoue St., New York.**

## Woman Is the Pivot Which Turns Trade.

A number of years ago I suggested to one of my clients that he place an advertisement for goods used exclusively by men in a paper supposed to be read exclusively by women. The advertisement appeared; it continued in that paper several consecutive years. The actual mail cash sales, coming directly from that advertisement, were two or three times as great, reckoning proportionate cost, than came from the same advertisement in any of the hundred papers my client was advertising in. Since then I have made these experiments many times, until I believe I have a right to claim that the experiment has passed into fact.—*Nath'l C. Fowler, Jr.*

## THE LADIES' WORLD

with its immense paid circulation offers you an opportunity to talk with

**A MILLION WOMEN!**

*Forms for September close August 15th.*

**S. H. MOORE & CO., Publishers,**  
27 PARK PLACE, NEW YORK.

## Canada's Tariff

is not, by any means, such a drawback to United States trade as is sometimes thought. Why, last year, although Uncle Sam sent Canada Nine Million Dollars' worth more goods than John Bull, he actually paid One and One-half Million Dollars less duty. Can show you the government reports to prove the statement.

Give Canada a leading place in your estimates for the season's advertising.

Let me give you rates for "**Preferred Canadian Papers,**" which will "Cover Canada Completely from Coast to Coast"

## For You.

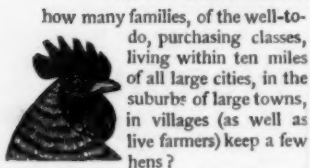
Lists and Sample Copies on demand.

105 Times Building, New York.

**ROY V. SOMERVILLE,**  
Special Agent for U. S. Advertising.

## WE QUERY?

### Are You Aware



how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?

They keep: "Poultry for Profit" and

**HAVE MONEY TO SPEND**

THEY ARE THE PATRONS OF

THE  
**FARM-POULTRY,**  
MONTHLY.

IT PAYS OTHER  
ADVERTISERS; WHY NOT YOU?

For Rates and Sample Copy address

**I. S. JOHNSON & CO.,**  
22 Custom House St., Boston, Mass.

### The Verdict Maintained!

#### AN EXPERIMENT FOR FUN

Proves to the advertiser that Allen's Lists can be depended upon for the strong and substantial results, at all seasons, that has always characterized this broad and far-reaching circulation. THUS THEY JOIN THE TRIUMPHANT TWO HUNDRED OF AMERICA'S SHREWDEST AND MOST SUCCESSFUL GENERAL ADVERTISERS, WHO CONSTANTLY REMAIN IN ALLEN'S LISTS ON ANNUAL CONTRACT.

OFFICE OF ETRUSCAN ART COMPANY  
(Established 1886), DIE BRACKSON, Manager,  
28 TEMPLE PLACE,  
BOSTON, Mass., July 8th, 1891.

E. C. ALLEN, Augusta, Me.:

Dear Sir: \* \* \* "Also permit us to say that for the past five years we have advertised our 'Etruscan Art' work considerably; but not until last May did we try our luck with you. In that month we ventured a small ad. for fun; but can assure you that we have not had much time for laughter, for it seemed as though the people of every State in the Union had conspired to flood us with letters of inquiry; and we soon found that our fun had to be spelled with a d (making it fund) to fairly represent the twist your papers had given to the word in our favor.

"Yesterday we shipped goods to California and Texas to patrons of your publications, and to-day, six weeks after the date of issue, we were more than surprised to receive orders from the Sandwich Islands, from readers of your papers. Also, which makes us ready to exclaim: 'What part of the world is there not visited by some of your periodicals?' Your lists have paid us more than well, and you may count on our patronage as long as we remain in business. Yours respectfully,  
(G. F.) "ETRUSCAN ART CO."

Forms close the 15th of each month, prior to the date of the Periodicals.

**E. C. ALLEN, Proprietor of Allen's Lists,**  
AUGUSTA, MAINE.

## Do not Delay

the completion of a plan for your

### Fall Advertising,

and in order to secure the best possible results from money so invested, your first step should be to procure my Catalogue of

## STATE COMBINATIONS

If contract is **One-half**  
made for entire **publishers' rates**  
Combination for **are**  
any State, **guaranteed.**

Prices quoted on one paper or one thousand.  
I possess special facilities for the rapid and careful execution of all orders.

An opportunity to give details is solicited.

ADDRESS

**S. E. LEITH,**  
10 Spruce Street, New York.



The verdict of all who have used the columns of the Magnetic Monthly is,

**If You Put It In  
Comfort It Pays.**

Circulation proven by P. O. receipts to be in excess of monthly guarantee. Space at the Agencies or of THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

ELGIN, Ill., July 22, '90.  
 "The American Home," Danvers, Mass.:  
 A paper I cannot do without. It fills the  
 promised place in the home.

E. ANNIE BIRGE.

You can

*Reach*

more than

**25,000**

of such well-pleased housekeepers as  
 E. Annie Birge, in

*The*  
*American Home,*  
 DANVERS, MASS.

Rates, 20c. per agate line.

**41,588,584**

**Circulation**

In six months, July 1st to Dec. 31st, 1890, was  
 given by our agency to the 3½-inch adver-  
 tisements of

**Scott's Emulsion**  
**of Cod Liver Oil**

In Home Print country weeklies.

We believe an investigation would satisfy  
 many advertisers that they could use the  
 Home Print weeklies to advantage.

**Our Catalogue** of this class of  
 papers, Second  
 Edition for 1891, will be sent to any adver-  
 tiser on application, and our method of work  
 fully explained.

**NELSON CHESMAN & CO.**

ESTABLISHED 1874—INCORPORATED 1888.

Newspaper Advertising Agents

BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.

N. W. BRANCH, Home Insurance Bldg., CHICAGO.

EASTERN BRANCH, 34 Beekman St., NEW YORK.

Thoughtful, solid, calculating  
 readers of means and intelligence  
 cause a journal to be sought by  
 advertisers. Over 35,000 such  
 readers have in two weeks been  
 added to the parish of the *New*  
*York Ledger* by the serial, "THE  
 CHAUTAUQUANS," by John  
 Habberton, now running in that  
 paper.

**PUBLISHERS**

WHO USE

**WILSON'S**  
**NEWS INK**

will not buy any other brand. It  
 gives perfect satisfaction wherever it  
 is being used.

**TESTIMONIAL.**

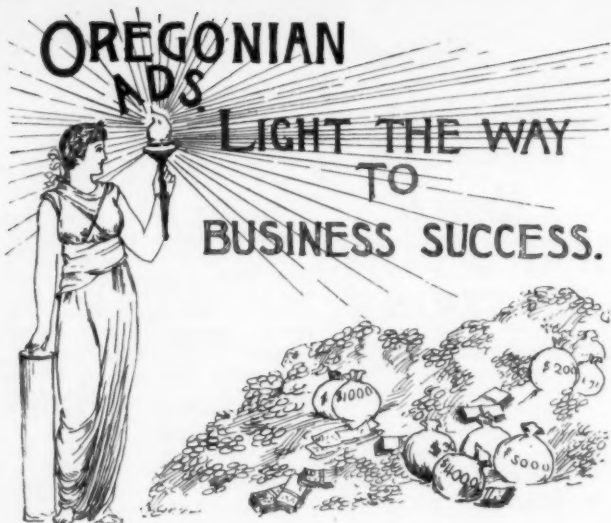
GAZETTE PRINTING HOUSE,  
 DELAWARE, OHIO.  
 DELAWARE, July 22nd, 1891.

GENTLEMEN—Inclosed find draft for \$27.00  
 for which send us a 500-lb. package of News  
 Ink, being price quoted on card, less 10 per  
 cent discount for cash with order. WE ARE  
 NOW USING INK PROCURED ON A  
 SIMILAR ORDER, AND IT GIVES  
 SATISFACTION. Please ship promptly by  
 freight per New York Central Railroad.

Respectfully, A. THOMSON & SON.

It will pay you to try a sample keg.  
 We only ask one trial.  
 Send for prices and discounts.

**W. D. WILSON PRINTING INK CO.**  
 (Limited),  
 140 William St., New York.



*Light! More Light!*

Don't grope around in the dark like the foolish, mope-eyed man—playing “blind-man's-buff,” as it were, with your business interests, but let the incandescent light of the

## PORTLAND OREGONIAN

DAILY, SUNDAY AND WEEKLY,

*Reflect your business* before the eyes of the people of a whole State, that all may see, beyond peradventure, the article you offer to sell and where it can be found.

Daily average, - - - 17,400 copies.

Sunday average, - - - 17,600 copies.

Weekly average, - - - 14,998 copies.

**It is False**

There are some unscrupulous publishers who will tell you their paper is just as good as the OREGONIAN. *It is false* There is none just as good. There is no paper in Oregon that at all compares with it. There is no other instance in the world where a paper has such complete control of so large and prosperous a field. A trial will prove it



48 Tribune Building,  
NEW YORK.

509 “The Rookery,”  
CHICAGO.

**PROVED CIRCULATION**  
(TRADE MARK)

**300,000 COPIES WEEKLY.**



**THE SATURDAY BLADE  
THE CHICAGO LEDGER**



**4988 ANSWERS IN TEN DAYS!**

PRICE BAKING POWDER CO.,  
MICHIGAN ST. AND DEARBORN AVE.,  
CHICAGO, July 28, 1891. }

W. D. BOYCE, Esq., Publisher CHICAGO BLADE and CHICAGO LEDGER :

DEAR SIR—Replying to your inquiry as to number of orders we have had for the Table and Kitchen Cook Book from the little notice you published in your journals, would say we have received to date 4,545 replies, and to-day's mail brings orders for 343. So you see they are still coming.

Very truly yours,

PRICE BAKING POWDER CO.

**\$1,000.00.**

We are willing to wager with any other Newspaper Publisher in America, for the benefit of some Charitable Institution, \$1,000.00 that no equal amount of circulation in his publications will pull as many answers. As no other paper in the U. S. has an equal circulation they can repeat notice until they make up 300,000 circulation.

**300,000 COPIES WEEKLY.**

**THE SATURDAY BLADE**

**THE CHICAGO LEDGER**



**ADVERTISING RATES.**

Saturday Blade, . . . . .	\$1.00 per Agate line per insertion.
Chicago Ledger, . . . . .	.50 " " " "
Blade and Ledger combined, . . . . .	1.25 per line.

Apply to any Agency or the Publisher.

**W. D. Boyce, Publisher, - - - - CHICAGO, ILL.**

MEMORANDUM SLIP.  
681

Philadelphia Post Office,  
7-22-1891.

Station.

This is to certify that the Editor of the Practical Farmer has handed me for forwarding to the Central Office the sum of \$198.21 for payment of postage on 1982 lbs. of Second-class Matter, for which receipt of proper form will be issued from Central Office.

Henry D. Lohr, Clerk.

1-1891

After three days, upon surrender of this slip, regular receipt can be obtained at station named.

[N. B. The accompanying receipt shows amount of postage paid on our Midsummer Special.—THE FARMER CO.]

How many  
other  
**WEEKLY**  
papers  
in this  
country  
sent out  
over  
**9 TONS**  
of a  
single  
July issue?

## COPY OF A SAMPLE ORDER OF RECENT DATE.

OFFICE OF  
STRAWBRIDGE & CLOTHIER,  
EIGHTH AND MARKET STS.

PHILADELPHIA, July 2, 1891.

PUBLISHERS

PRACTICAL FARMER,  
PHILADELPHIA.

GENTLEMEN:—Our five thousand line contract having just expired, please reserve for us an additional five thousand lines, for which we agree to pay you the sum of Seven Hundred and Fifty Dollars (\$750).

{ **NOTE.**—If Dry Goods pays so well as to warrant such an amount of business from a single firm, how many other things ought to pay as well in an agricultural weekly. }

Very truly,  
STRAWBRIDGE & CLOTHIER.  
J. E. VERREE, Advt. Mgr.

# **QUEER, BUT TRUE !**

Is there an Advertiser in America, desiring to reach the Agricultural masses, prepared to spend

**TEN THOUSAND DOLLARS**

**DURING 1892**

**IN A SINGLE PUBLICATION ?**

If so, the P. F., of Philadelphia, is prepared to demonstrate

## **BY FACTS**

that they can offer greater returns to such an Advertiser **THAN ANY PUBLICATION IN AMERICA, AGRICULTURAL OR OTHERWISE.**

**Thousands of dollars have been and are now being spent in extending our subscription list.**

**THE SAME POLICY IS TO BE . . . . .**

**. . . PURSUED NEXT YEAR, ONLY MORE SO.**

We are really only beginning to show what we can do, although our subscription list is to-day five times greater than two years ago, making a showing never before equalled by any other agricultural weekly we know of.

[Have you noticed what we have to say opposite ?]

**"A DROP OF INK MAKES MILLIONS THINK."**

**"A DROP OF INK MAKES MILLIONS THINK."**



**Figures  
Can't  
Lie.**

But the above look as if they were padded. It is often the same with circulation figures. Some of them are padded for effect. There is no deception about my figures. Unless I know the real circulation of a paper I would not represent it. My trademark embodies my principle.

**"A DROP OF INK MAKES MILLIONS THINK."**

**300,000 WEEKLY**

sounds large, but it represents the actual issues every week of

## **THE THREE TELEGRAMS,**

**OF ALBANY, ELMIRA and HARRISBURGH,**

and they go all over the Eastern States. They find their way into thousands of homes where no other paper is taken. The contents of each are so varied as to interest everybody, hence they are religiously read every week by every one in the family.

Subscription price \$2.00 a year and five cents a copy. As advertising mediums they have paid others and will pay you.



**A. FRANK RICHARDSON,**

**13, 14 & 15 Tribune Building,**

**NEW YORK.**

**317 Chamber of Commerce,**

**CHICAGO.**

**"A DROP OF INK MAKES MILLIONS THINK."**